



advertisement bidding models

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[\[APPLICATION\] Identifying and reporting unexpected behavior in targeted advertising ...](#)

US Pat. 10742380 - Filed Dec 19, 2003 -

The observed **advertisement** bid behavior model 64 identifies content of an **advertisement** associated with the keywords on which the advertiser is **bidding** from ...

[\[APPLICATION\] Keyword advertisement management with coordinated bidding among advertisers](#)

US Pat. 10741354 - Filed Dec 19, 2003 -

[0014] This is a very effective business model, but it does not automate certain aspects of the advertiser's decision- making, **bidding**, and placement of ...

[\[APPLICATION\] System and method for updating product pricing and advertising bids](#)

US Pat. 11507025 - Filed Aug 21, 2006

These **bidding** systems are also dynamic, and have constantly changing advertising rates associated with them. As a result linear **models** are insufficient for ...

[\[APPLICATION\] System and method to merge pay-for-performance advertising models](#)

US Pat. 11077516 - Filed Mar 9, 2005

If the click **advertisement** is clicked upon 10 times per 1000 page views, ... the **bidding** queues of the different advertising **models** can be merged. ...

[\[APPLICATION\] Method and system of bidding for advertisement placement on computing devices](#)

US Pat. 11372904 - Filed Mar 9, 2006 - Medio Systems, Inc.

In a keyword **bidding** system, the keyword "baseball" would be required, as would the name of every baseball team, plus every name of every player on every ...

[\[APPLICATION\] System and method for optimizing throttle rates of bidders in online keyword ...](#)

US Pat. 11497110 - Filed Jul 31, 2006 - Yahoo! Inc.

The method of claim 9 wherein removing from the **bidding** landscape ... **bidding** landscape for removing from the **bidding** landscape an **advertisement** of a bidder ...

[\[APPLICATION\] Server-based keyword advertisement management](#)

US Pat. 10743520 - Filed Dec 19, 2003 -

[0016] Several published US patent applications disclose concepts related to **bidding** for a position of a keyword **advertisement** in a search results list. ...

[APPLICATION] [Keyword **advertisement** management](#)

US Pat. 10741336 - Filed Dec 19, 2003 -

[0016] Several published US patent applications disclose concepts related to **bidding** for a position of a keyword **advertisement** in a search results list. ...

[APPLICATION] [Computer-implemented method and system for managing keyword **bidding** prices](#)

US Pat. 11517886 - Filed Sep 8, 2006 -

[0023] Several published US patent applications disclose concepts related to **bidding** for a position of a keyword **advertisement** in a search results list. ...

[APPLICATION] [Dynamic **bidding**, acquisition and tracking of e-commerce procurement channels ...](#)

US Pat. 11276944 - Filed Mar 17, 2006

For example, a purchaser may want to place an **advertisement** for a lunch special in a ... placement or during the **bidding** and purchasing process or both. ...

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